

How to Avoid Mistakes that make even New Homes **OBSCURE**

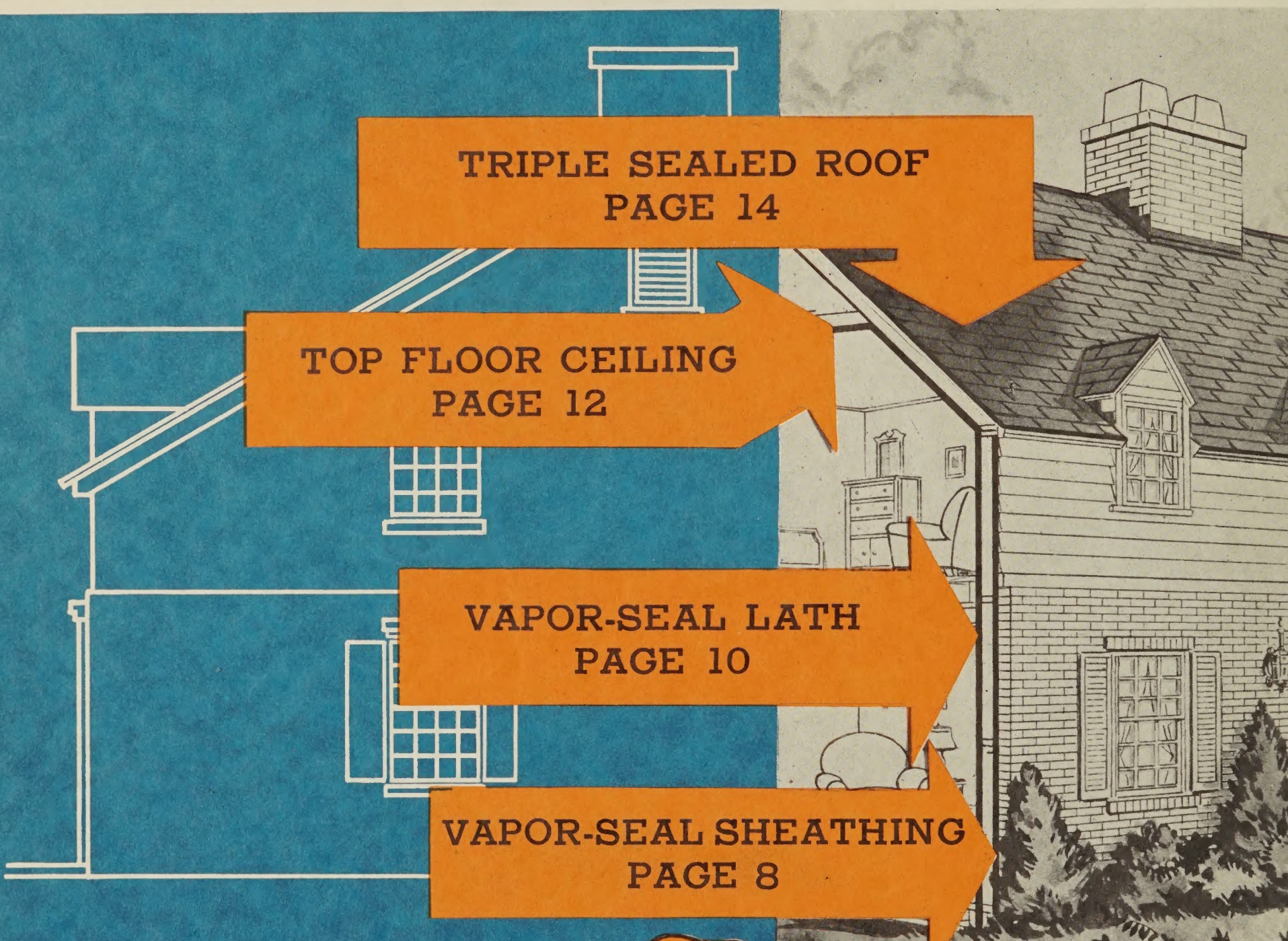


A BOOK OF FUNDAMENTALS

that will make your Home stay Modern longer
... Better to Live in ... Easier to Sell

FOR YOUR PROTECTION ✓ USE THE CELOTEX CHECK CHART... SEE PAGES 16 and 17

Check these points TO KEEP FROM BUILDING AN EARLY **OBSOLETE HOME**



TRIPLE SEALED ROOF
PAGE 14

TOP FLOOR CEILING
PAGE 12

VAPOR-SEAL LATH
PAGE 10

VAPOR-SEAL SHEATHING
PAGE 8

CELOTEX
REG. U.S. PAT. OFF.
**SAFETY
SEALED**
CONSTRUCTION

Read this book carefully

**DON'T BUY OR BUILD UNTIL YOU
UNDERSTAND THE REASONS FOR USING CELOTEX SAFETY SEALED CONSTRUCTION**

TAKE ADVANTAGE OF

New Methods and Materials

Once your new home is finished, decorations and equipment can be changed, but the walls and roof are there to stay. Mistakes made now can cut hundreds—even thousands—from the value of the finished home even before it is finished!

Yet, for not more than a few dollars extra you can be sure in advance of a home that is really up-to-date—better to live in, economical to heat, easier to finance or sell—by using Celotex Safety Sealed Construction.

Celotex Safety Sealed Construction seals your home against the effects of rain, wind, snow, and sun rays—seals it against excessive summer heat and winter fuel waste—and vaporseals it to permit desired humidity in winter without harmful condensation within the walls.

The Celotex Products which give you all these advantages, cost little or nothing extra for they replace materials you would otherwise have to buy. Any added cost is soon paid for in fuel savings alone.

A home planned or built today that does not have the new modern built-in aids to comfort, maintenance and economy, is obsolete from the very start. Leading experts agree on this point.

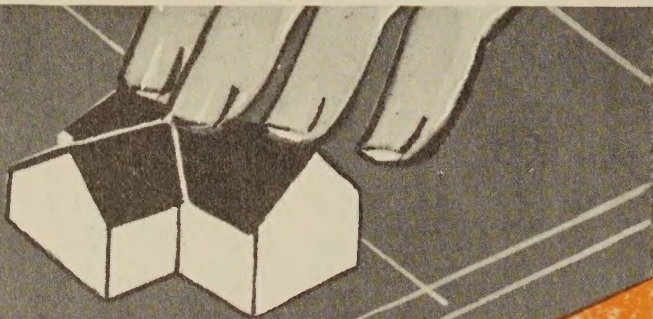
**Avoid Obsolescence
in Homes now being
Planned and Built**



A TIMELY TIP THAT SAVES YOU MONEY

Let your Celotex dealer tell you all about Celotex Safety Sealed Construction. He's an expert who can help you with every home building problem. He can tell you how to pick a good Architect, Contractor and Finance Agency, and can help you get a better planned, better built home that you can pay for like rent.

Important FIRST CONSIDERATIONS IN PLANNING A HOME



A modern home means little in a neighborhood that becomes obsolete.



The experience of a good architect and contractor will turn your hopes into a home—practical, livable and beautiful.

From the very beginning, your Celotex dealer will help you.

To safe-guard your future home against obsolescence caused by outside influences you, first of all, should choose your neighborhood and select your lot with careful thought of the possibility of future change.

Above all other considerations be sure that your neighbors are agreeable to you, and that restrictions are sufficiently rigid to keep out undesirable buildings. Be sure that the neighborhood is improving, not deteriorating—and that your site and home will not be depreciated by the future inroads of business or industry.

Be sure that the size of your lot and its relation to adjoining houses make possible the development of good indoor and outdoor living. Consider possible future enlargement of your house. The back yard should be suitable for your requirements—permitting of easy access to the garage, if one is desired.

SELECT A GOOD ARCHITECT

Before you build—if possible, before you purchase your lot—select your architect. Confide in him completely, summing up your preferences, your likes and dislikes, your financial limitation and the requirements of your family. His experience will help you determine the site most suitable to your requirements, as well as the type, layout and design of home most appropriate for your needs and income.

BUT FIRST SEE YOUR CELOTEX DEALER

Your Celotex Dealer can give you accurate and impartial advice concerning the choosing of an architect and the construction of your home. He has a wealth of information at his command. His advice, based upon his experience and his knowledge of building materials, will be of untold value in your contacts with your architect and contractor.

BE SURE OF



A BETTER HOME

The ADVANCED ART OF INSULATION

Cold, heat, rain and snow drove prehistoric man to the shelter of a cave. Today, as then, protection from the weather is the prime requisite of every house. The man-made dwellings of every clime, in every age of which we have record, indicate by their construction that effort has been made, commensurate with native skill and available materials, to insulate against heat and cold.

The thick clay walls and roofs of the Babylonians, the Egyptians, and of our own Pueblo Indians, served as primitive insulation against burning desert heat and scorching sun. The underground dug-outs and sod-covered huts of the Northern Indians and many European peasants, like the igloos of the Esquimo, were so constructed to keep out cold and keep in heat.

Early builders discovered that an air space between two walls increased the insulating value of that wall beyond that of a solid wall of equal total thickness. For centuries this insulation value of confined still air has been a feature of home building.

The increased demand for greater home comfort during the past quarter century, spurred on by the activities of science in the building industry, have resulted in the development of many entirely new building materials of high and proven insulating efficiency, that replace former materials which yielded lesser or uncertain results.

For instance, heavy wood sheathing and building paper both may be replaced with a single labor and material cost, by light-weight, strong fibre sheathing boards of far greater insulating efficiency. Decorative boards of this same insulating material may be applied directly to studding, replacing both lath and plaster, affording a beautiful interior finish which requires no further decoration. Or plain fibre boards may be used as an insulating plaster base.



Today, home insulation guarantees greater indoor summer comfort.



Good insulation keeps in the heat. You pay for its small additional cost quickly, with fuel savings.

READ THEN CHECK



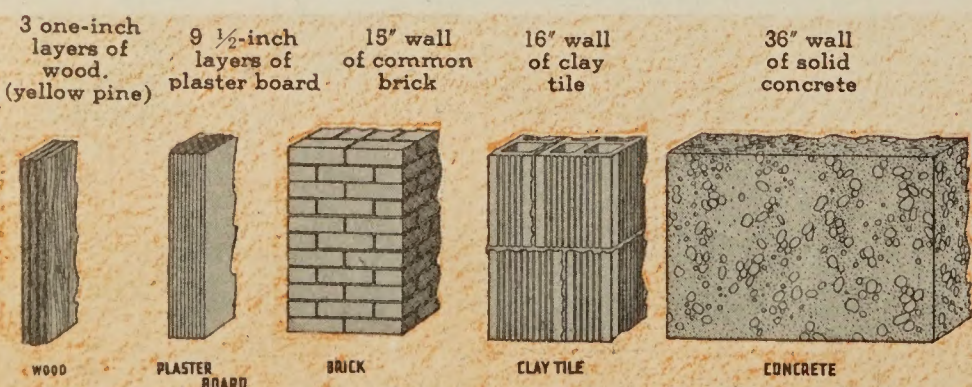
PAGES 16 & 17

CELOTEX PIONEERED AND LEADS THE ADVANCE IN THE ART OF INSULATION

Louisiana sugar cane fibre tassel (bagasse) from which Celotex is made.

Bagasse refined to correct fibre length for board formation. Each fibre contains millions of air-sealed cells.

One inch of rigid insulation has a heat stop value equal to:—



The Celotex Corporation, the world's largest manufacturer of building insulation, was a pioneer in home insulation. Science invented and developed Celotex Cane Fibre Insulation by processing the tough long fibres of sugar cane, known to science as one of the most efficient insulating agencies, into a flowing mass of material of high insulating efficiency.

This basic material was then woven or matted into long sheets of proper thickness and cut to convenient sizes to meet various building insulating needs. Year by year Celotex, by meeting insulating problems as they arose, has developed the adaptability and increased the efficiency of the various Celotex Cane Fibre Insulating Materials.

They now form many of the basic principles of Celotex Safety Sealed Construction—the ultimate result of constant research and testing in the laboratory, combined with constant research and testing in the building field . . . the result of Science working hand in hand with the man who builds the house and the man who lives in it.

WHY CELOTEX INSULATION INSULATES AND BUILDS BETTER

The cane fibre from which Celotex Insulating Board products are made is one of the longest and toughest known. It has two unusual characteristics which, together with the method of manufacture, account in a large measure for its remarkable properties.

First, the cane fibres contain millions of very tiny air cells. Second, each of these long, strong fibres has rough, sawtooth edges that cling together with amazing tenacity when the fibres are interlaced in the process of manufacture. This characteristic greatly increases the tensile strength of Celotex Cane Fibre Insulating Board Products.

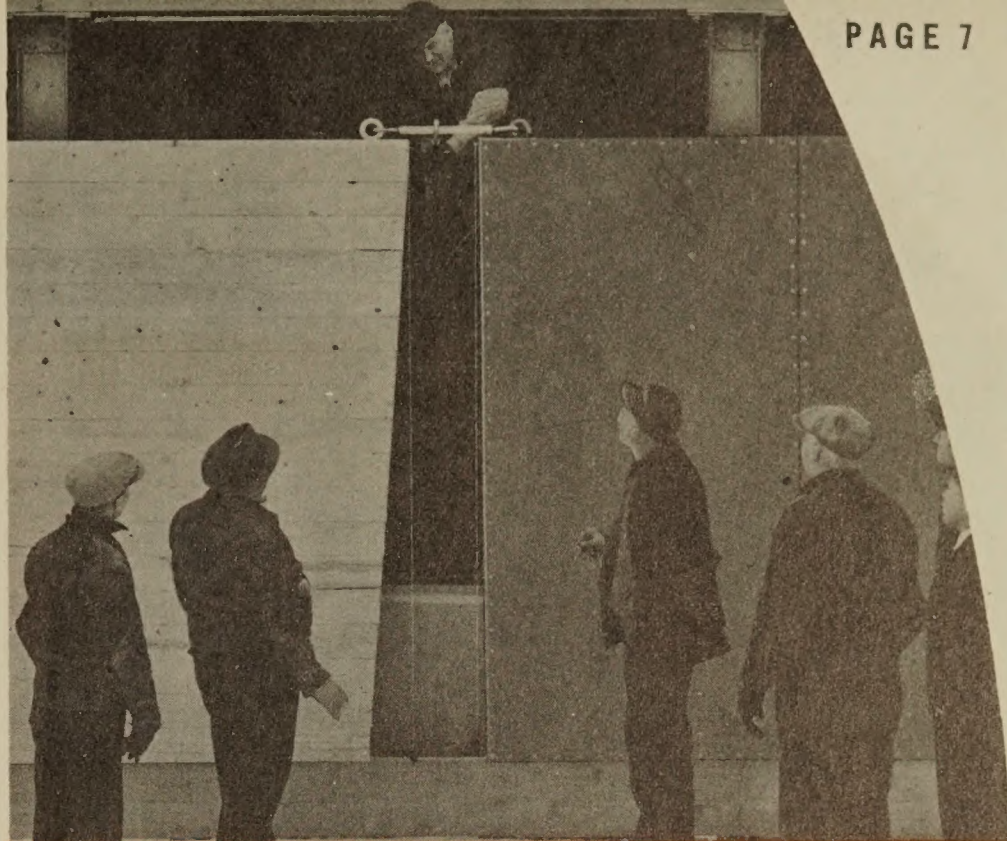


BE SURE OF A BETTER HOME

ADVANTAGES OF CELOTEX CANE FIBRE INSULATION

Celotex Cane Fibre Insulation offers you ten great advantages backed by a written LIFE OF BUILDING GUARANTEE. Back of this guarantee stand the vast resources of The Celotex Corporation.

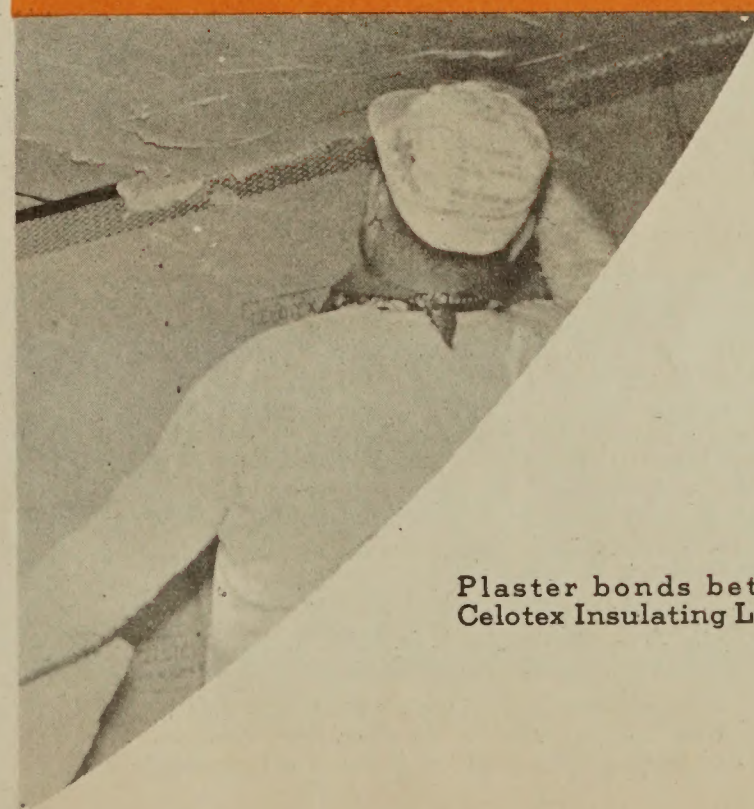
1. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED TO MAINTAIN INSULATING EFFICIENCY.** Used as an exterior finish on buildings erected 15 years ago, Celotex insulation board has been exposed to wind, rain, snow and sun, without the protection of paint. It is still giving strength and insulation efficiency.
2. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED TO PROVIDE STRUCTURAL STRENGTH.** Celotex insulation boards are basically strong, tough, fibrous material.—It is manufactured in large size sheets which, when nailed to the framing members, provide great resistance to building distortion.
3. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED NOT TO SETTLE AWAY FROM THE FRAMEWORK.** Once up, Celotex insulation boards "stay put." It gives extra protection against building distortion—plaster cracking—wind infiltration and assurance of permanently efficient insulation.
4. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED TO GIVE LASTING FUEL ECONOMY.** Celotex insulating boards offer great resistance to heat passage, and keep the heat inside. Less fuel, therefore, is needed to maintain comfortable temperatures.
5. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED AGAINST DESTRUCTION BY TERMITES.** The Ferox Process (patented) protects Celotex insulation boards from destruction by Termites. Since this process has been applied, no instance has been reported where Celotex insulation boards have failed to resist their attack.
6. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED AGAINST DESTRUCTION BY DRY ROT.** By the same integral Ferox Process (patented) Celotex insulation board resists destruction from Dry Rot and Fungus Growths. Celotex cane fibre insulation never interferes with the "breathing space" between walls which keeps the wood framing members in sound condition.
7. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED TO REDUCE NOISE.** The porous texture of Celotex insulation boards absorbs and reduces noises—making houses quieter and more restful, retarding the passage of noise from room to room.
8. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED AGAINST LOSS OF INSULATION EFFICIENCY UPON PAINTING OR PLASTERING.** Celotex insulation boards act as barriers against the rapid passage of heat. Regardless of surface covering these barriers always remain effective.
9. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED TO BE WATER REPELLENT.** Each fibre in Celotex insulating boards is integrally treated with a water-proofing compound. Every board is uniformly water repellent throughout its structure. For uses such as Insulating Sheathing and Lath for outside walls, an additional vaporsealing process is applied.
10. **CELOTEX CANE FIBRE INSULATION IS GUARANTEED TO MEET DEPARTMENT OF COMMERCE COMMERCIAL STANDARDS AND U. S. FEDERAL SPECIFICATIONS.** The definite properties that fibre insulating boards must possess to meet their requirements are met or surpassed by Celotex cane fibre insulation boards.



In tests all over the country, Celotex Insulating Sheathing has proved superior to horizontal wood sheathing. Under increasing stress, Celotex Sheathing remains rigid, where horizontal wood sheathing moves considerably out of line.



The large sturdy Celotex Insulating Boards are light in weight and easy to handle and apply. Saw and cut like wood.



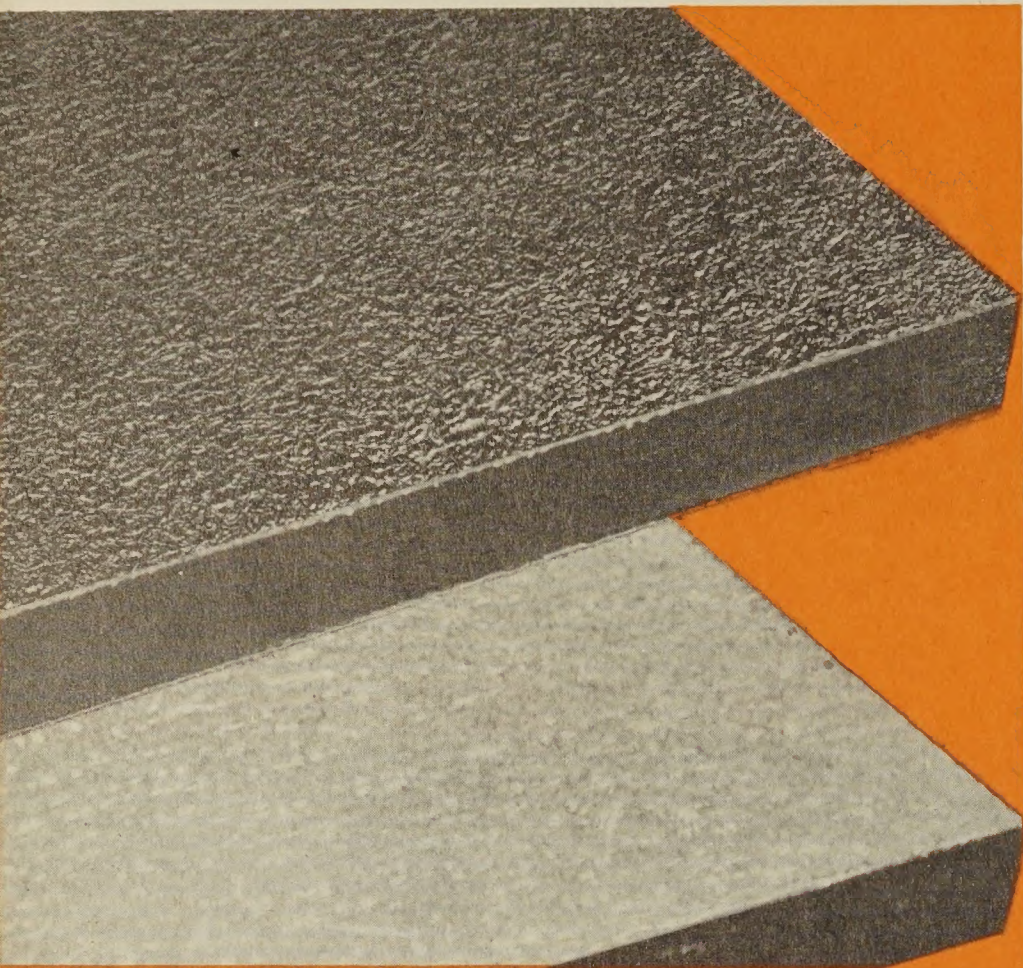
Plaster bonds better to Celotex Insulating Lath.

READ THEN CHECK

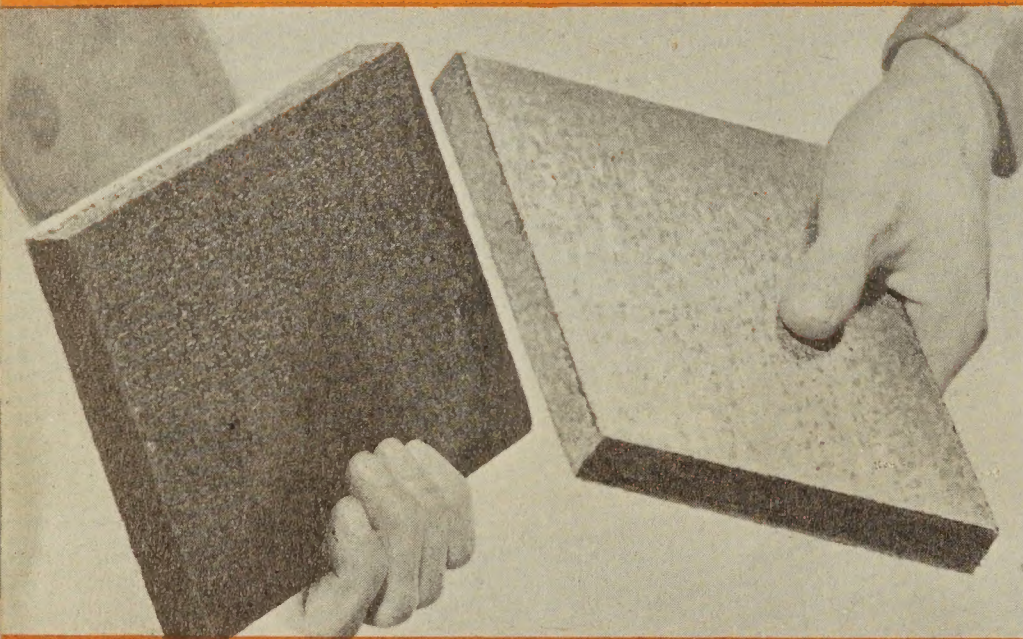


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SEAL AGAINST MOISTURE WITH CELOTEX VAPOR-SEAL SHEATHING



Celotex Vapor-seal Insulating Sheathing is sealed against moisture by a continuous coating of asphalt on both sides and all edges—is additionally treated with an aluminum compound on the side facing the framing.



Cut into a piece of Celotex Vapor-seal Sheathing—you'll find genuine Celotex Cane Fibre Board with its original insulation value through and through—plus the added protection coatings of asphalt and aluminum.



Celotex Vapor-seal Sheathing keeps heat inside and aids proper humidity conditions during winter. In summer, heat is kept out by Vapor-seal Sheathing and cool comfort prevails all over the house.

Celotex Vapor-seal Insulating Sheathing is made of genuine Celotex Cane Fibre Insulation, water- and vapor-resistant. It is SEALED against moisture by a continuous coating of asphalt on both sides and all edges. The side facing the framing is additionally treated with a bright, aluminum compound as an added VAPOR SEAL. This seal is on the surface—it's not integral—thus, full insulating value is maintained.

STRONGER UNDER ACTUAL TEST

Actual tests prove that Celotex Vapor-seal Insulating Sheathing in sheets $2\frac{5}{32}$ " thick, 4 feet wide and 8 feet long, has greater bracing strength than wood sheathing of the same thickness—laid horizontally—and is equal in bracing strength to diagonal wood sheathing.

A tug-of-war test of Celotex Insulating Sheathing versus ordinary wood sheathing, testified to by Columbia University, University of Minnesota, and R. W. Hunt & Co., has proved its superior strength. A frame panel sheathed with Celotex Cane Fibre Insulating Board and a like panel sheathed with wood were put under equal pressure. The panel sheathed with Celotex Cane Fibre Board remained rigidly in position, while the wood sheathed panel moved out of line.

Celotex Vapor-seal Sheathing is 4 feet wide, 4 to 12 feet long—correct width to span and close four stud spaces 16 inches on center at once from floor to ceiling. It is nailed with four rows of nails, giving each Celotex Vapor-seal Insulating Sheathing board, when applied, bracing strength equal to diagonal wood sheathing and far greater strength than ordinary wood sheathing laid horizontally.



BE SURE OF A BETTER HOME

Celotex Vapor-seal Sheathing "goes up" fast in big sheets—each marked for nailing. Easy to handle because it is rigid. That means big savings in labor and time and assures accurate construction.

In a house without insulation much of the furnace heat is wasted. This costly heat escapes easily through walls and roof of a house built with ordinary building materials as they do little to retard heat passage. Celotex Vapor-seal Sheathing puts a stop to much of this needless extravagance—and besides, it assists in more evenly maintaining temperatures. It keeps heat in during the winter and out during the summer.

All joints can be made tight, windproof, rainproof and snowproof. Celotex Sheathing may be cut and sawed on the job. Every wall can be insulated up to the edge of all door and window frames, including the pulley sockets at the window.

HOW CELOTEX VAPOR-SEAL INSULATING SHEATHING IS APPLIED

WOOD SIDING EXTERIOR FINISH. Celotex Vapor-seal Sheathing replaces wood sheathing. It is nailed directly to studs. Siding is applied directly over it by nailing through and into the framing.

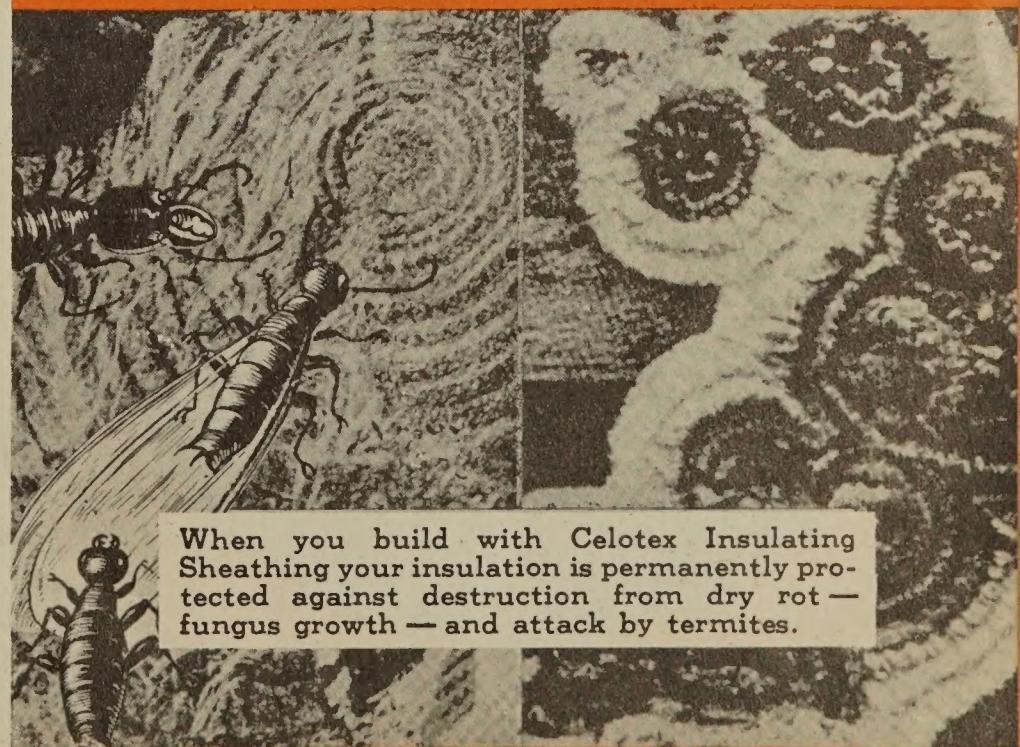
SHINGLE EXTERIOR FINISH. Vapor-seal Sheathing replaces wood sheathing and is nailed directly to studs. Furring strips are applied over Vapor-seal Sheathing, nailed through to studs, and shingles are applied on furring strips.

BRICK OR STONE VENEER. Celotex Vapor-seal Insulating Sheathing is nailed to Studs. Ties for brick or stone work are nailed through Vapor-seal Sheathing to studding. Brick or stone is laid in usual manner.

STUCCO EXTERIORS. Celotex Vapor-seal Sheathing is applied to the studding, followed by an approved stucco base, in accordance with stucco specifications.



Celotex Vapor-seal Sheathing covers four studs and nails firmly—sealing the walls.



When you build with Celotex Insulating Sheathing your insulation is permanently protected against destruction from dry rot—fungus growth—and attack by termites.

READ THEN CHECK



PAGES 16 & 17

WALLS SHOULD BREATHE TO STAY SOUND

CELOTEX

Celotex Vapor-seal Sheathing—Asphalt coated on both sides and all edges, plus aluminum compound as an added vapor seal on one side facing framework.

VAPOR-SEAL SHEATHING OUTSIDE THE STUDDING

Celotex Vapor-seal Insulating Sheathing on the outside of the framework and Vapor-seal Insulating Lath on the inside provide a modern type of construction recommended by leading architects. It assures you a home that is permanently insulated, structurally strong, and properly protected with vapor barriers.

It is no longer necessary to apply a special vapor barrier to keep harmful moisture out of the wall—Celotex Vapor-seal Sheathing and Vapor-seal Lath provide both insulation and all the vapor seals necessary for good construction at one time—all in one material, applied in one labor cost. This is extra economy and wise precaution to build into any home.

With this type of construction, you protect your investment, add comfort, and save on fuel expense at little extra cost because Celotex Vapor-seal Sheathing and Lath replace building materials you would otherwise have to buy.

The use of Vapor-seal Lath with Vapor-seal Sheathing assures the desired “breathing space” between walls. Thus the wood is kept in a sound condition—not too dry so that it will split and weaken—not so moist that it will rot or be subject to fungus growths.

When you use BOTH Celotex Vapor-seal Sheathing and Vapor-seal Insulating Lath you replace both ordinary sheathing and ordinary lath and get these extra advantages: extra strength—extra comfort—extra fuel savings—the opportunity of installing a smaller heating plant and an ideal set-up for future air conditioning, that will mean lower first purchase and lower operating cost.



Celotex Vapor-seal Lath—Vapor barrier of asphalt and aluminum coating on the warm side of the wall—with Vapor-seal Sheathing retains vital wall “breathing space” to protect supporting timbers.

BE SURE OF



A BETTER HOME

...PREVENT EARLY OBSOLESCENCE with PRODUCTS

VAPOR-SEAL LATH INSIDE THE STUDDING

When Celotex Vapor-seal Insulating Lath is used you can be sure of beautiful plaster walls and ceilings that will not show lath marks.

That's because Celotex Vapor-seal Lath covers every square inch of the wall and ceiling area. There are no holes—no reason for open cracks or wind leaks—no possibility of excess heat loss.

Then, too, the continuous even surface offered by each piece of Vapor-seal Lath securely locked to every other, prevents plaster from being pushed through, causing uneven plaster distribution, weak spots, and creating unnecessary dampness inside the framework right at the start.

Celotex Vapor-seal Lath reduces the possibility of plaster cracking to the very minimum by providing a continuous plaster backing, and an uninterrupted strong bond between the plaster and the lath over the entire wall, and by adding strength to the entire building. It reduces winter heat losses and quiets noise from outside your house.

When you build—build for the future with Celotex Vapor-seal Insulation on both sides of the framework, Vapor-seal Lath on the inside and Vapor-seal Sheathing on the outside of the framework. Get all the advantages and all the savings of Celotex "Life of Building Guaranteed Insulation." This is the first step to Celotex Safety Sealed Construction.

Of course, if you never expect to humidify your home or are building in a year-around relatively warm climate, regular Celotex Insulating Lath and Vapor-seal Sheathing will fulfill all your insulation and sound quieting needs and save a small amount of the building cost.

READ THEN CHECK



PAGES 16 & 17



Celotex Insulating Lath is strong, yet pliable, enough to be bent around moderate curves without breaking.

VAPOR SEAL ON BACK (SIDE TO STUDS)
↓ SHIP LAP JOINT

PLASTERING
SURFACE



Celotex Insulating Lath reduces the possibility of plaster cracking to the very minimum by providing a continuous plaster backing, and an uninterrupted strong bond between the plaster and the lath over the entire wall and by adding strength to the entire building.

THIS SIDE TO STUDS

SHIP LAP JOINT

VAPOR SEAL

PLASTERING
SURFACE

Celotex Thick Vapor-seal Lath is one inch thick. When applied to top floor ceiling, it keeps out summer heat at the point of greatest penetration.



Celotex Thick Vapor-seal Lath is quickly and easily applied and furnishes a continuous, unbroken backing for the plaster.



Used as Lath

Attic
Lining

Insulation used as an attic lining, conserves heat loss in winter, and lessens heat penetration in summer. Note tightness at all angles, shown by arrows. No chance for excess heat leakage or sun's heat infiltration. In summer the greatest percentage of heat penetration is through the roof.

VAPOR-SEAL LATH

ONE INCH THICK

FOR

TOP FLOOR CEILING

Summer comfort in your house is effected largely by the construction of top floor ceiling and roof of your house. In summer the greatest percentage of heat penetration is usually through the roof. In winter the greatest percentage of heat loss is usually through the ceiling of the top floor.

Celotex Thick Vapor-seal Lath has a heat-stop value equal to 3 one-inch layers of wood, (yellow pine)! . . . 9 one-half inch layers of plaster board! . . . a 15-inch wall of common brick! . . . a 16-inch wall of clay tile . . . a 36-inch wall of solid concrete!

Because the escape of heat is retarded—and because plaster is laid with a perfect bond upon an unbroken insulating ceiling of Celotex Vapor-seal Lath, the annoyance of a dirty lath marked ceiling is eliminated.

Celotex Thick Vapor-seal Lath is made additionally effective by a vaporseal applied through the center, one-half inch from each side, permitting beneficial humidity conditions within the house without harmful condensation on the top floor ceiling.

All four edges of Vapor-seal Lath are beveled. The laths are joined with a ship lap joint which closes tight when the lath is put up, permitting no excess heat to escape through the joints. It can be cut easily on the job, assuring tight joints at all wall angles.

Celotex Thick Vapor-seal Lath on the top floor ceiling of your home is another step toward Celotex Safety Sealed Construction—the modern method of building a strong, well made, money saving outside for your home to protect the interior finish and all the valuable, lovely things inside.



BE SURE OF

A BETTER HOME

INSULATING LATH WITHOUT THE VAPOR-SEAL FOR THE REST OF THE HOUSE

Celotex Insulating Lath without the vapor seal fulfills a most important need to modern home construction by subduing the passage of noise from room to room, through partition walls and ceilings.

These sound quieted walls and ceilings naturally make houses worth more because they are more useful and pleasant to live in. Baby or others may sleep, rest or work, hushed by Celotex Insulating Lath in their own rooms—and other members of the family may do as they wish, play the radio, sing, laugh, dance, etc. Few things in a house so quickly say OBSOLETE to visitors as walls or ceilings that do not subdue sound.

In warm climates and where heating plants are used only incidentally, this Celotex Regular Insulating Lath is considered by most architects and builders entirely adequate for use on the building exterior walls also. Wherever it is used of course it provides a perfect plaster base for smooth plastered walls that stay free from cracks and lath marks.

Most people do not consider the cost in fuel waste and comfort when the dividing walls and ceilings in a house are not insulated. When Celotex Lath is used, inter-room temperature differences are no longer a problem. Cold in your bed room at night is retarded by Celotex Lath from penetrating to rooms you wish kept warm—bathroom, halls, living room, etc. In stopping the loss of heat and fuel dollars, Celotex Insulating Lath likewise saves in decorating buildings. Why? Because it is the passage of heat through walls that leaves lath marks.

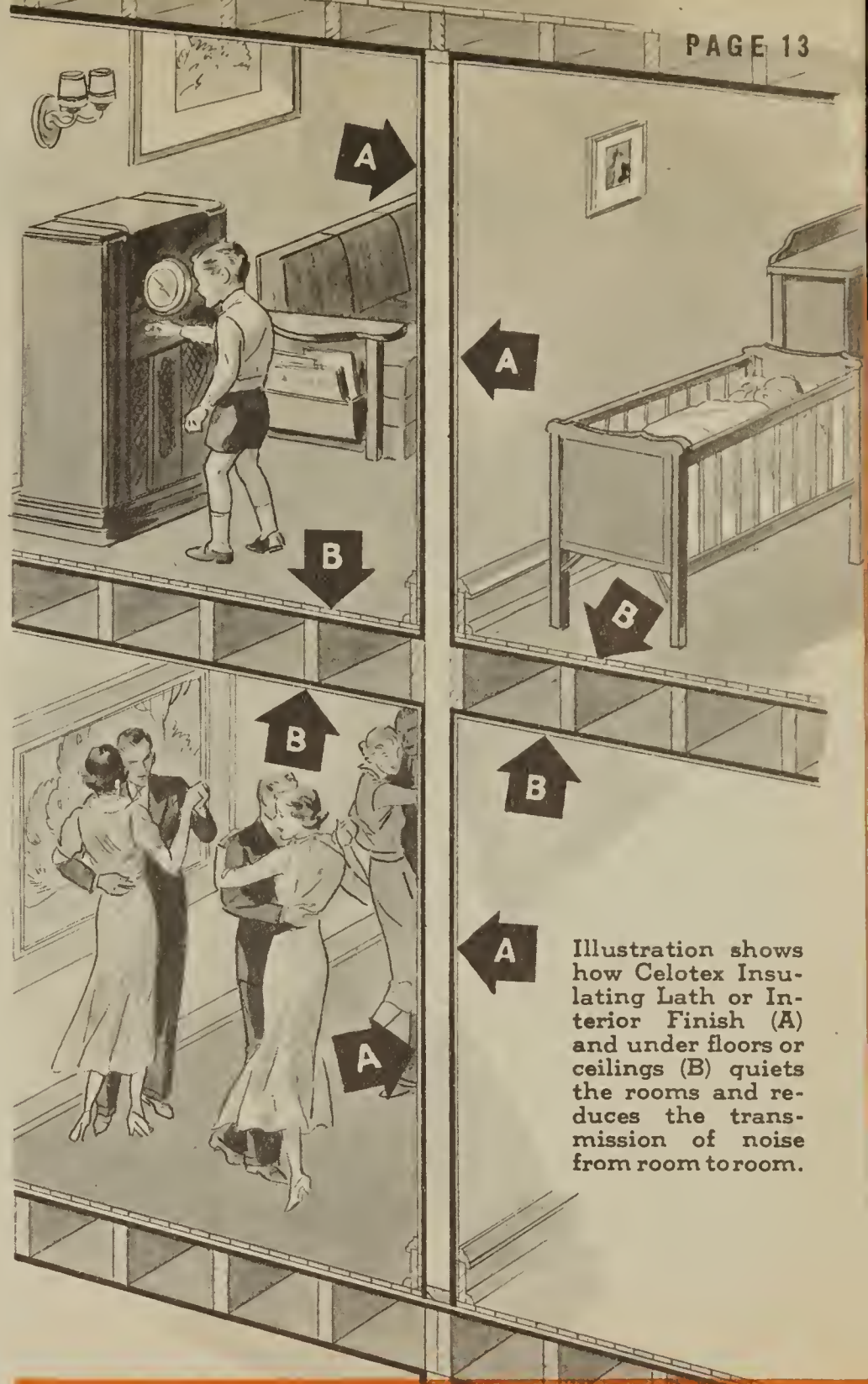


Illustration shows how Celotex Insulating Lath or Interior Finish (A) and under floors or ceilings (B) quiets the rooms and reduces the transmission of noise from room to room.

The wide beveled edge of the patented shiplap joint receives plaster readily and forms an extra angular bonding surface on all four sides of the lath, giving the wall added strength and the plaster extra gripping surface.



READ THEN CHECK

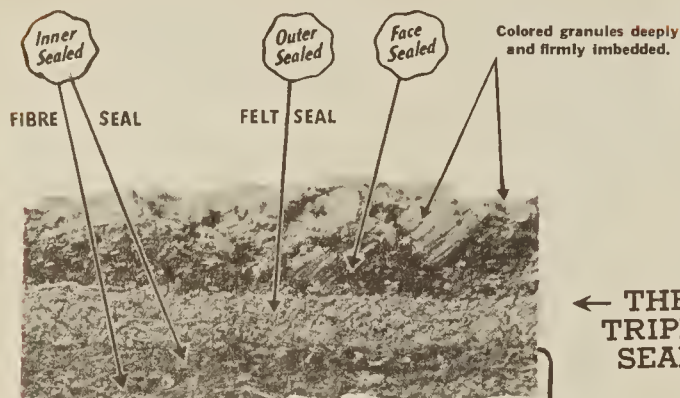


PAGES 16 & 17

This photograph shows a corner of a room in which old fashioned lath was used underneath the plaster. Ugly lath marks are the result.

Lasting PROTECTION AGAINST With NEW

This is from an original unretouched photograph made under the microscope by Robert W. Hunt Company, Engineers, an independent testing laboratory, Chicago, Illinois.



Magnification permitted only upper part of felt to be in photographic field.

← THE TRIPLE SEAL



THE PROOF

TESTED FELT USED

TESTED ASPHALT USED

TESTED GRANULES USED

Inner Sealed

Outer Sealed

With NEW

TRIPLE SEALED

TRADE MARK

Face Sealed

The roof which covers and protects your home should be chosen with EXTRA care. It must afford lasting resistance against the elements without losing the beauty of color and texture which lends distinction to your home.

Celotex Asphalt Shingles are "Triple Sealed"—a process which combats the principal cause of roof trouble.

Tiny bubbles of air and moisture are so often sealed in roofing and expand and contract with every change in temperature and weather. This action causes a constant movement within the roofing—a means of self destruction.

By the "Triple Sealed" process, Celotex Asphalt Roofing is built from the inside out with three seals:

SEAL NO. 1—INNER SEALED. A process that forces asphalt into the felt from one side only; driving pocketed air and moisture out the opposite side. Each fibre is thoroughly coated—the spaces between fibres filled with asphalt. This sealing process closes the inside of the felt.

SEAL NO. 2—OUTER SEALED. Then the felt is submerged in hot asphalt. Thus, the surface is uniformly coated on both sides, sealing the felt and the asphalt coated fibres within; protecting all from atmospheric moisture.

SEAL NO. 3—FACE SEALED. The felt, double sealed, is then coated with a high melting point tempered mineral filled asphalt, providing a tough, effective and lasting weather protection.

The Celotex "Triple Sealed" process is designed to add extra years of protection and service without added cost.



BE SURE OF

A BETTER HOME

SUN, WIND OR RAIN DETERIORATION

CELOTEX SHINGLES

Celotex Triple Sealed Shingles, at a surprisingly modest cost, not only give you a wide choice of **COLOR AND STYLE THAT ENDURE**, but provide important additional advantages as well.

Because the strong felt used in Celotex Asphalt Shingles is "Triple Sealed" to guard against self destruction from pocketed air and moisture and to give extra resistance against temperature and climate—these shingles offer great resistance to aging, curling and cracking. They stand up, keep roofs weather-tight—keep out the causes of stains, decay and other expensive damage that even minor roof failures cause so quickly.

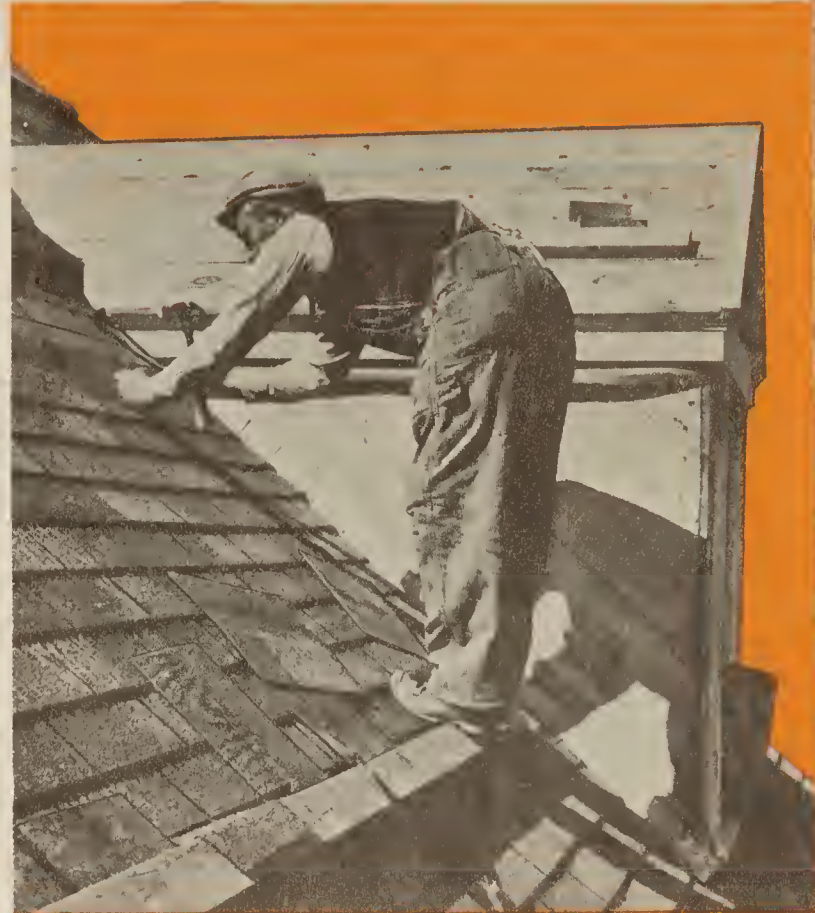
Celotex Triple Sealed Shingles are another step toward Celotex Safety Sealed construction. They are as modern as tomorrow. There's a style and a color or blend to harmonize with your house, regardless of its architectural type.

SEALED AGAINST RAIN. A colored crushed stone surface—beneath it a coat of tempered filled asphalt—under that another coat of asphalt, then the asphalt coated fibres and filled felt. A barrier through which water cannot pass.

SEALED AGAINST SUN. Over the inner and outer sealed base—a coat of high melting point tempered asphalt, specially developed to resist burning sun rays. Bound securely into its surface are the color-fast granules shielding this sun-resisting undercoat.

SEALED AGAINST WIND. The shingles are designed to fasten securely in place with concealed nailing. The whole roof is tied into a unit of protection. A colorful roof, protected from prying winds.

SEALED AGAINST SNOW. Falling snow—light as a feather—soon piles high—gets heavy—slips and slides right over these tough, sturdy, "Triple Sealed" Celotex Asphalt Shingles—or melts and runs off as ordinary water.



Celotex Triple Sealed Shingles are easy to apply—may be applied directly over old shingles.

SEAL YOUR HOME



AGAINST RAIN



AGAINST SUN



AGAINST SNOW



AGAINST WIND

READ THEN CHECK



PAGES 16 & 17

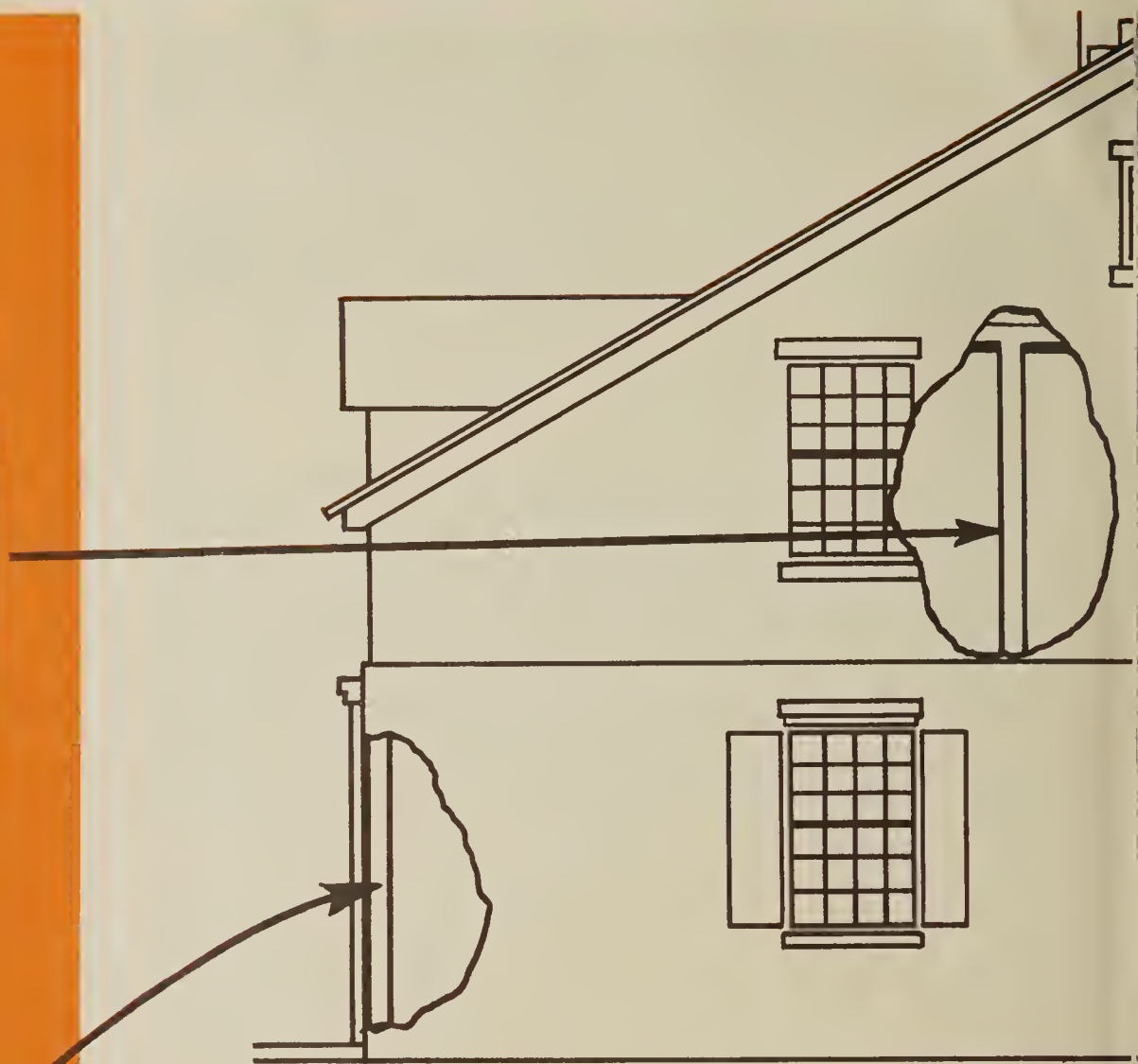
Celotex CHECK CHART—Check Your



↑ **GET THIS** Rest and quiet, undisturbed by noises in other rooms — freedom to make noise without disturbance to others.
 ↓ **AVOID THIS** Having to quiet the party to avoid waking baby — being annoyed by noises from other rooms.



↑ **GET THIS** The warm comfort given by Celotex Insulating Sheathing and Lath which block winter cold and wind.
 ↓ **AVOID THIS** Discomfort and colds in a frigid drafty house that does not keep heat in or cold out.

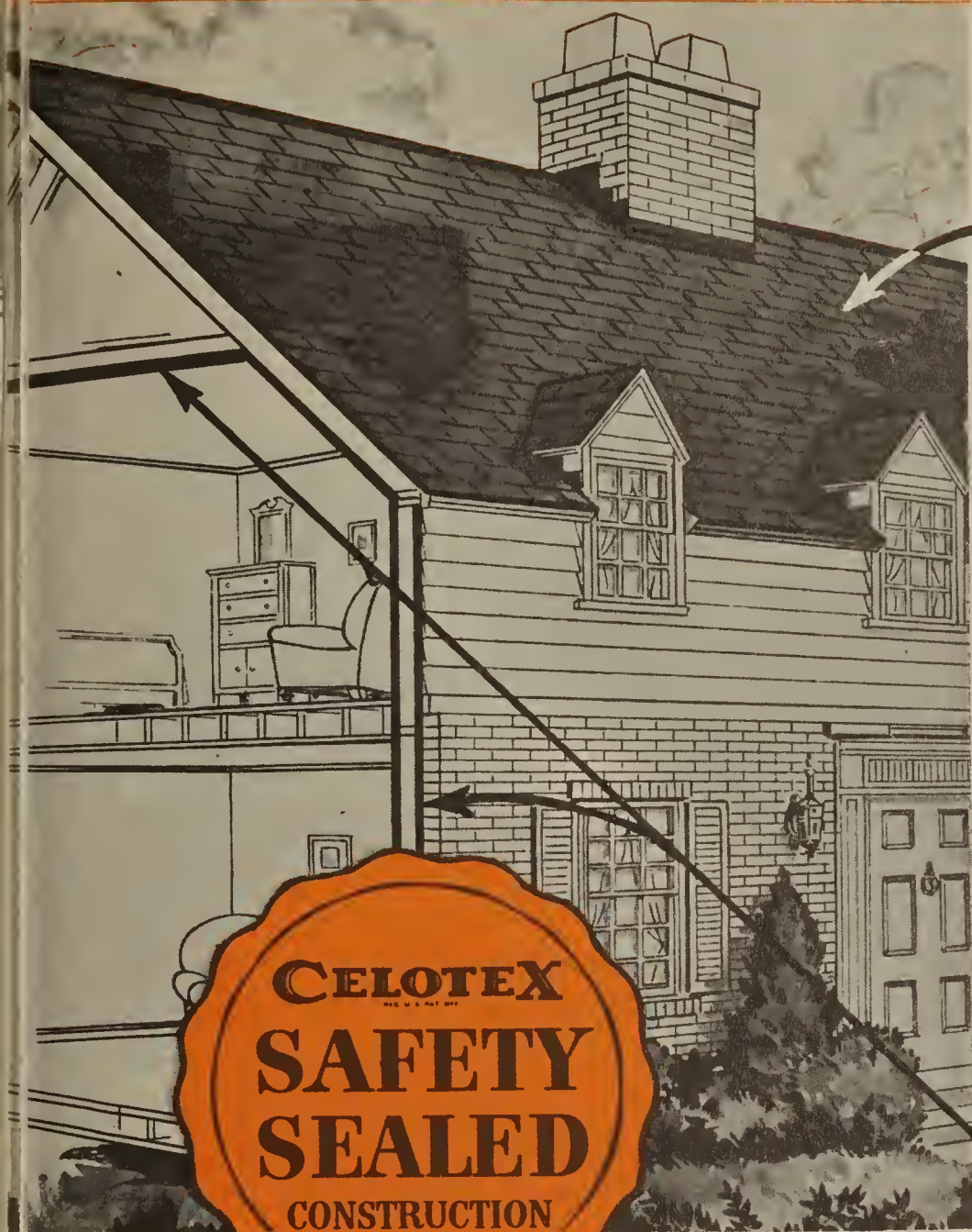


DON'T BUILD AN THIS is what YOU can have with

- ☐ **1 OUTER WALL SEALED.** Celotex Vapor-seal Insulating Sheathing outside of the studding and Vapor-seal Insulating Lath inside.
- ☐ **2 INNER WALL SEALED.** Celotex Safety Sealed Construction on outside walls and regular Celotex Insulating Lath on inside walls absorbs and reduces noises.

THESE FOUR FUNDAMENTALS WILL MAKE YOUR HOME

Plans With These Fundamentals



CELOTEX
SAFETY
SEALED
CONSTRUCTION

OBSOLETE HOME!

CELOTEX Safety Sealed Construction

- ☐ **3** **ROOF SEALED.** A Celotex Triple Sealed Roof, with modern, colorful, granule coated shingles.
- ☐ **4** **CEILING SEALED.** Celotex Thick Vapor-seal Insulating Lath on the top floor ceiling reduces the heat penetration in summer and heat escape in winter.



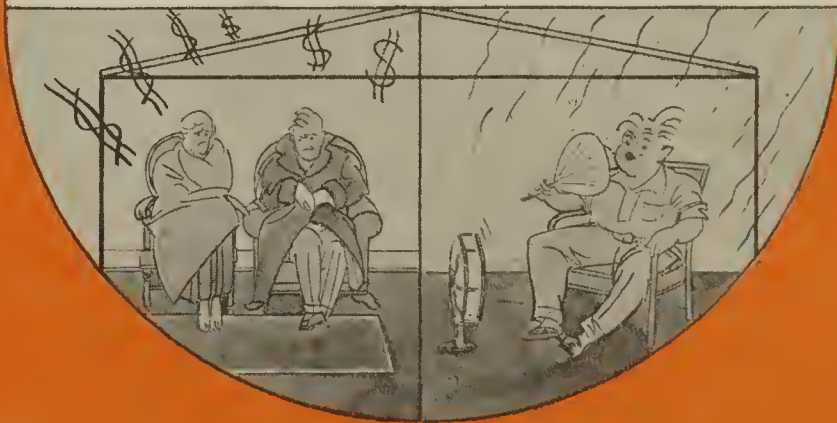
↑ **GET THIS** A roof that lasts, modernizes and adds beauty to your home — walls and ceilings unstained by roof leakage.

↓ **AVOID THIS** An unsightly roof that obsoletes your home — damage to walls and furniture from leakage.



↑ **GET THIS** A comfortable home that keeps in costly winter heat — and that remains cool inside, under summer's sun.

↓ **AVOID THIS** Shivering discomfort for the whole family despite big fuel bills — sweltering in summer as the heat penetrates.



MORE MODERN, BETTER TO LIVE IN, EASIER TO SELL

Banish OBSCURITY

IN THE ATTIC, *Too*



A cozy attic den that would bring countless hours of joy in any home. Insulated walls and ceiling keep this room at shade temperature — and the whole house cooler in summer.



This photograph shows the same attic room pictured above, furnished as a child's playroom.

The smart home builder, who builds for the future, converts waste space in his attic into a guest room, a servant's room, nursery, play room, or sewing room before his architect completes the plans. At a very little extra cost the center section of most attics can be partitioned with Celotex Insulating Interior Finish, or if a plastered room is desired, finished with Celotex Vapor-seal Insulating Lath and plastered. Plenty of storage space still remains between the partitions and the lower slopes of the roof.

Adding an extra room in the attic of your new house is just plain good business. The room may be made as beautiful and cheerful as any other room in the house. Thick Celotex Vapor-seal Lath or interior finish on the ceiling and side walls will insure cool comfort on hottest summer days and even temperatured warmth in winter.

A finished insulated attic will make the whole house more comfortable summer and winter—and even though not viewed as a necessity at the time you build, eventually a real need will be found for it. Besides it makes your house more modern and more desirable, if and when, you wish to sell it.

A Celotex Interior Finish, insulated attic modernizes the old house, too. You obtain two desirable and valuable results from one expenditure. *First*, you add extra attractive livable space to meet household requirements. *Second*, you obtain that saving and comfort giving wall of Celotex Cane Fibre Insulation. People, who in the future might consider the purchase of your house, would consider this feature as a guarantee of comfort and fuel economy.

BE SURE OF



A BETTER HOME

Remodeling made Economical and Easy with CELOTEX INTERIOR FINISH

Into every room of the old house of yesterday you can bring much of the modern convenience and comfort. You can bring a charm and livability that will make your home a delightful place to enjoy the fullness of life, and a home in which you will be proud to entertain.

Some people, not acquainted with the modern, new beauty of Celotex Interior Finish, do not realize that these materials are being chosen for use in living rooms, dining rooms, libraries, dens and bed rooms in fine homes.

Interior decorators encourage the use of color, and lots of it, in modern decorating. The lovely, soft color of Celotex Interior Finish walls and ceilings provide a soft neutral tone which is an enhancing background for any of the brighter colors you may choose for drapes and new furnishings.

Celotex Insulating Interior Finish does not limit you to any period or type of furnishing. It gives you a complete freedom to express your personality. It can be used as plank, tile or big board grooved, stenciled, paneled, or painted to achieve effects in a modern room or to reproduce a typical background for any period room.

Celotex Insulating Building Board has two distinct surfaces—one side a smooth sanded surface, the other a tapestry-like texture. It is easily cleaned with a brush when unpainted—and may be washed when painted correctly.

Celotex Insulating Tile Board, Finish Plank, Mouldings and Ornaments are the solution to almost any remodeling problem.



This living room has a warmth that bespeaks the hospitality of the owner. The soft coloring of natural finish Celotex interior finish provides a neutral background for lovely color effects.



A detail of the above photograph. Notice how the inset mouldings cover the joints and nails and at the same time form the panel treatment in French Period.

READ THEN CHECK

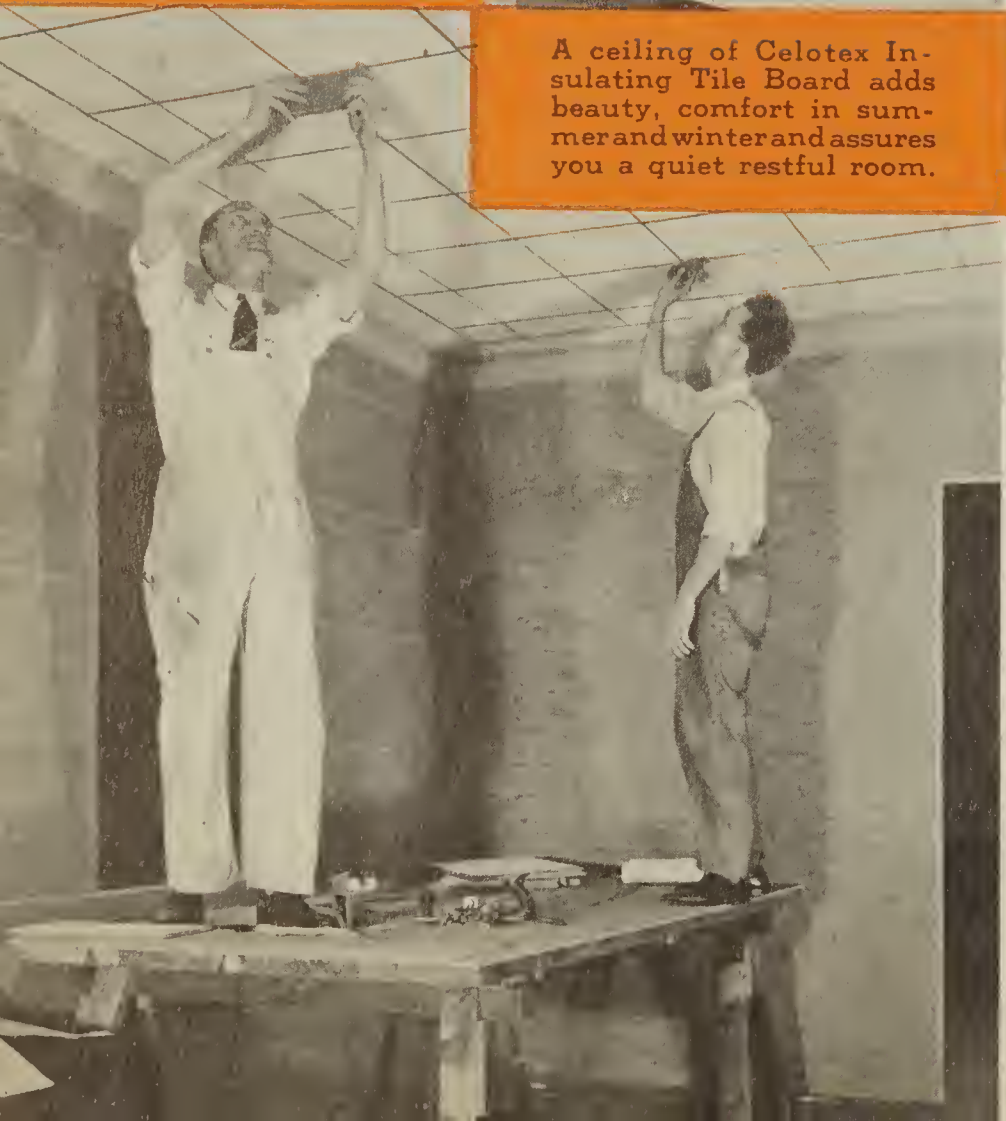


PAGES 16 & 17

PROVIDES INSULATION AS WELL
AS INTERIOR BEAUTY



Celotex Interior Finish can be applied over old walls — and it insulates as it beautifies.



A ceiling of Celotex Insulating Tile Board adds beauty, comfort in summer and winter and assures you a quiet restful room.

RIGHT OVER OLD WALLS OR ON STUDDING...CELOTEX INTERIOR FINISH MAKES ROOMS BEAUTIFUL

Celotex Cane Fibre Insulating Interior Finish may be applied directly over old dirty walls and ceilings in homes that are being remodeled. This easy application is done with little disruption of household routines. No longer let the fear of dirt and difficulties prevent you from ridding your home of undesirable cracked walls and ceilings.

All Celotex Interior Finishes may be painted, stenciled, grooved, carved, or otherwise decorated as desired. For every room there is a Celotex Finish Product that will add beauty and charm together with permanent insulation and fuel cost savings.

WIDE SCOPE FOR INDIVIDUAL DECORATIONS

Celotex Insulating Building Board, available in large sheets, has two distinct textures—a smooth sanded finish on one side, and a tapestry texture on the other. Various joint treatments are obtainable with Celotex Insulation Mouldings. Celotex Building Board may be grooved in almost any design. It will take plastic paint easily and it may also be papered.

Planks, available in random or uniform widths, are beaded on both long edges. They may be applied vertically or horizontally for unusual effects. Their five distinct textures, and special joint, allow for alternating surfaces.

Tiles, also available in various sizes and finishes, can be arranged in many patterns, such as ashlar, herringbone, diamond, etc.

Alternating textures may be employed with delightful results. Period, classical or modern wall and ceiling arrangements can be obtained to harmonize with either new, or established room architecture, furnishings and color.



BE SURE OF

A BETTER HOME

NO BASEMENT NEED BE OBSOLETE WHEN CELOTEX INTERIOR FINISH COSTS SO LITTLE AND IS SO EASY TO APPLY

In planning your new home remember that few things obsolete a house more quickly than an unfinished basement. You can make charming, livable quarters out of its extra space at very low cost.

Basement space cleverly utilized gives a house a real air of spaciousness and added livability. Here one family group or visitors can do what they choose while others in another part of the house are in conversation, reading or listening to radio programs.

An informal extra living room, a game room or lounge, a den, playroom or workroom, will give the whole family extra happiness and a thrill of pride when company comes.

Space in a basement is valuable. You pay for it—why not get the use and utility from it that you desire? The value of a home is frequently gauged by the number of livable rooms. Tell your Celotex dealer about your plans. He'll tell you all about the various Celotex Cane Fibre Boards that will do the job.

Celotex Insulating Board on a basement ceiling has many useful advantages. It retards the passage of basement cold to upper rooms if the basement is not heated or the basement door is thoughtlessly left open. It stops dirt from going through the floor and subdues the passage of noise. This Celotex Insulating Board on a basement ceiling may be decorated to harmonize with any decoration scheme chosen.

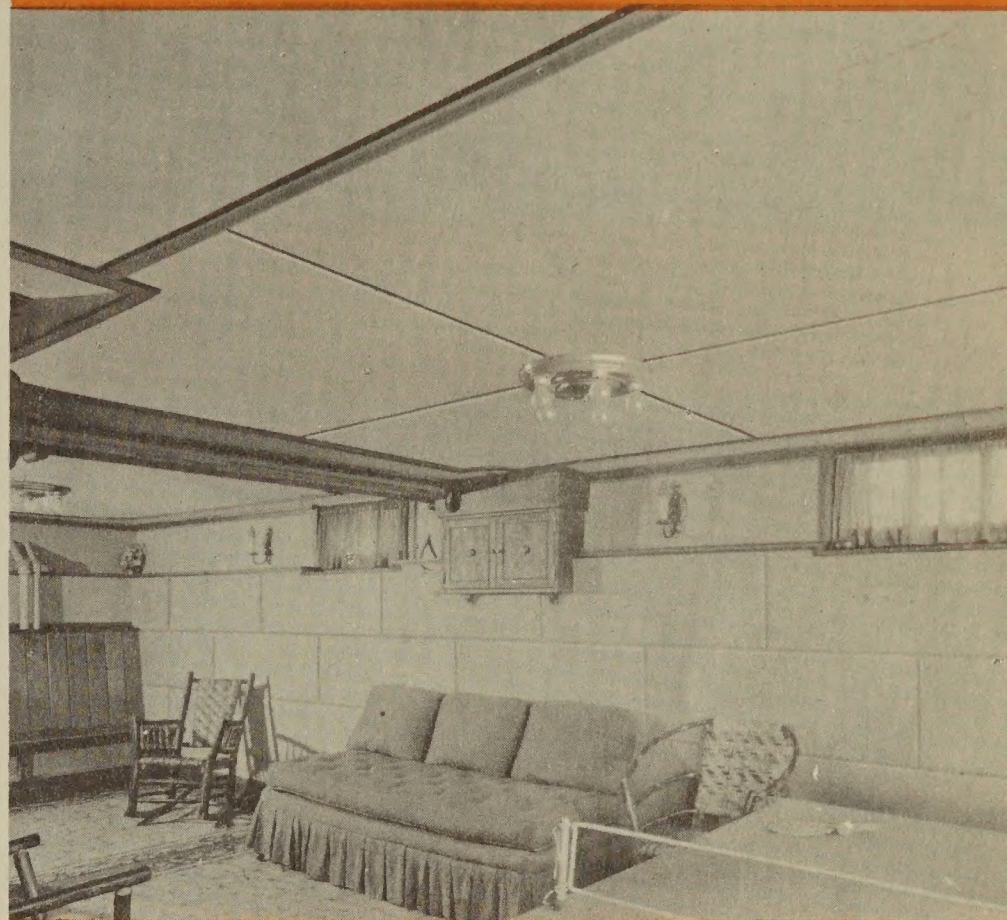
Of course fruit cellars and the laundry, are quickly and easily partitioned off with Celotex Insulating Board, and their usefulness is increased.

READ THEN CHECK



PAGES 16 & 17

SO MUCH ADDED PLEASURE
FOR SO LITTLE EXTRA COST!

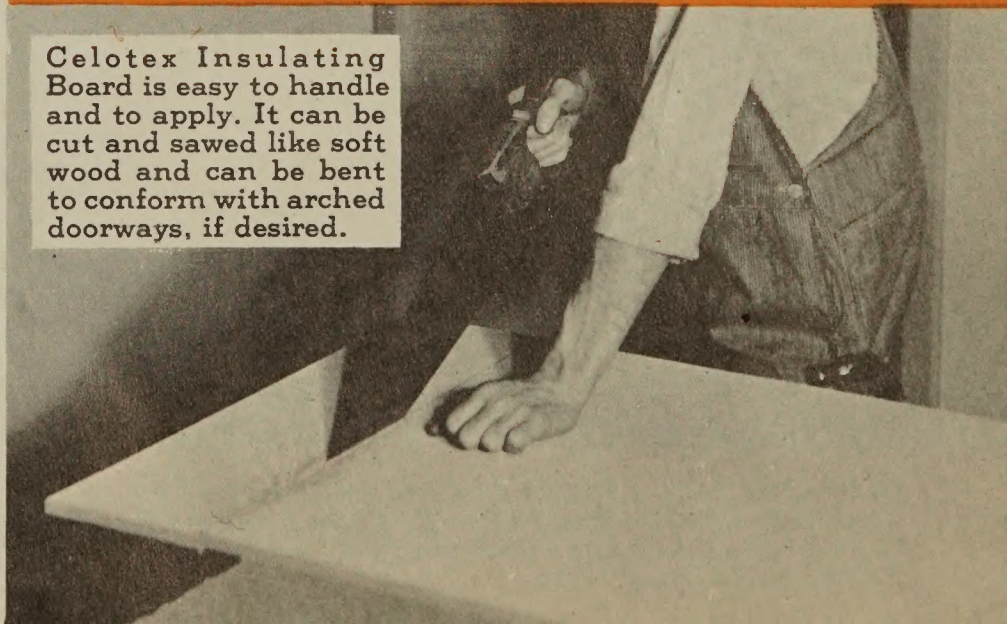


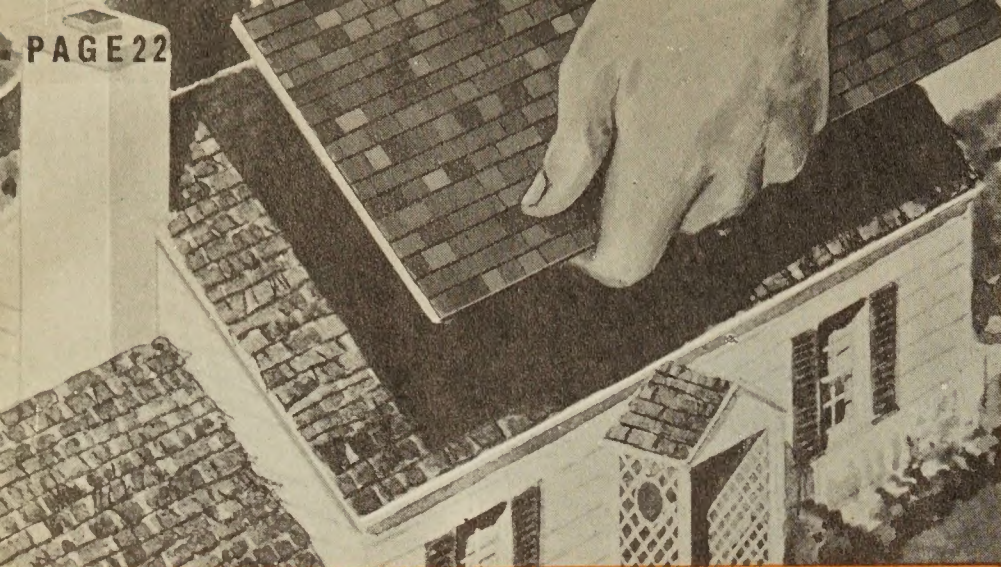
This modern game room was transformed from the waste space in a dusty basement.



With some Celotex Insulating Interior Finish, the owner made this cheerful basement game room, a room that brings joy to every member of the family and adds to the utility and value of the house.

Celotex Insulating Board is easy to handle and to apply. It can be cut and sawed like soft wood and can be bent to conform with arched doorways, if desired.



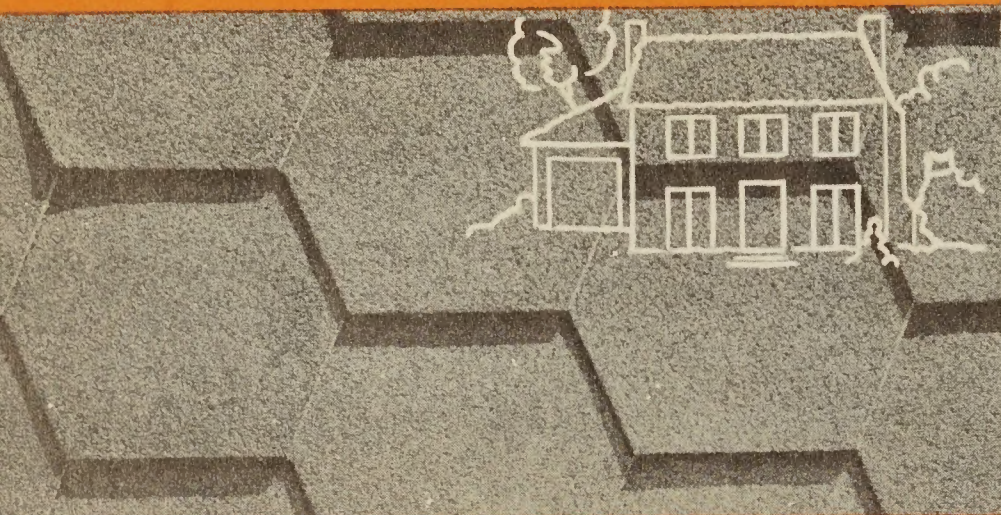


TRIPLE SEALED SHINGLES GIVE YOUR OLD HOME ADDED BEAUTY

Celotex Triple Sealed Shingles, on new roof or old, protect your home against rain, sun rays, wind, and snow, and saves your walls from damage from leakage.

When you think of re-roofing—think of Celotex Triple Sealed Shingles for the reasons given on pages 14 and 15 and for the beauty of color and design they can add to the exterior appearance of your home.

Here are shown just a few of the long line of styles, colors and blends.



Celotex Hexagonal Shingles can be applied easily and inexpensively. Their shape forms a pleasing design that adds charm. They can be applied directly over old shingles — or as new roofing.

CELOTEX SHAD-O-GRAIN SHINGLES

A roof of Celotex Shad-O-Grain Triple Sealed Shingles looks much more expensive than it really is; the Shad-O-Grain gives a pleasing weathered effect. Beautiful colors, softened by shadowed irregular patterns throughout each shingle—a finished appearance is maintained by the clean, straight lines setting off every shingle.

Celotex Shad-O-Grain Shingles offer beauty, fire protection, shelter from rain and sleet. They are treated with an extra surface sealing coat giving longer resistance to burning sun and extra body to resist the weather.

Distinctive Shad-O-Grain Shingles are available in harmonious blends from the soft browns of autumn, to the clear greens of spring and strong reds of early summer. The colors are slightly different in every shingle to break monotony and add character. The raised grain adds strength-like corrugations and throws soft and pleasingly irregular shadows over the face of the shingle, which shows extra deep shadows at its edge.



Celotex Shad-O-Grain Shingles give a pleasing weathered effect. They offer beauty, fire protection and shelter from rain and sleet. An extra sealing coat gives them longer resistance to burning sun.

CELOTEX HEXAGONAL SHINGLES

Hexagonal Triple Sealed Shingles can be applied easily and inexpensively directly over the old shingles or as a new roofing. Their shape forms a pleasing design that will add great charm to any house. You'll find a wide variety of colors and blends to harmonize or contrast—and at the same time add long life to your roof and make your home outstanding in the neighborhood. Hexagonal Shingles are available in many colors and blends.

CELOTEX LOK-LAY SHINGLES

For both new roofs and re-roofing, these shingles possess a charm and beauty that is distinctive and lasting. Each shingle is locked to every other surrounding it, bringing a new protection against high winds and driving rain. The granules on the surface resist attack from fire. On old roofs unevenness is hidden. They are available in colors and blends.



Celotex Thick Butt Shingles for deep shadow beauty and long service. They provide a deep textured pattern of shadow that gives your roof a crowning beauty of color and light.

CELOTEX SIDE BRICK

For the outside where the exterior finish has been destroyed, Celotex Side Brick is applied directly over the old siding to give a brand new finish with a remarkable resemblance of genuine brick, adding color as well as lasting protection against the elements.



BE SURE OF A BETTER HOME

The uses of CELOTEX PRODUCTS are universal

Use it for that extra building

Whether you are building a \$3,000 home or a \$30,000 mansion—making an extra room in your attic or erecting a new chicken house—Celotex offers you the ideal building materials.

Celotex Products are a boon to anyone building a vacation home for it provides an inexpensive building-insulating that is easy to apply—yet makes summer cottages far more comfortable . . . cooler when it's hot . . . easier to heat and warmer when it's cold.

Insulation is especially important on the farm, where it makes buildings warm, tight and dry—gives live stock and poultry needed protection against severe cold and heat—increasing production all year round. Dairy stables, Poultry and Brooder houses, Milk houses, Vegetable storage houses, Hog houses, Implement houses and Ice Houses are built quickly and economically with it.

A Children's playhouse of Celotex Cane Fibre Building Board is ideal for keeping children out in the air, where they are cool and protected from the blazing sun. Garages of Celotex Insulating Board cost little but afford perfect protection to your car in winter and summer.

No matter what your building plans include, you can usually use Celotex Cane Fibre Products effectively and profitably.

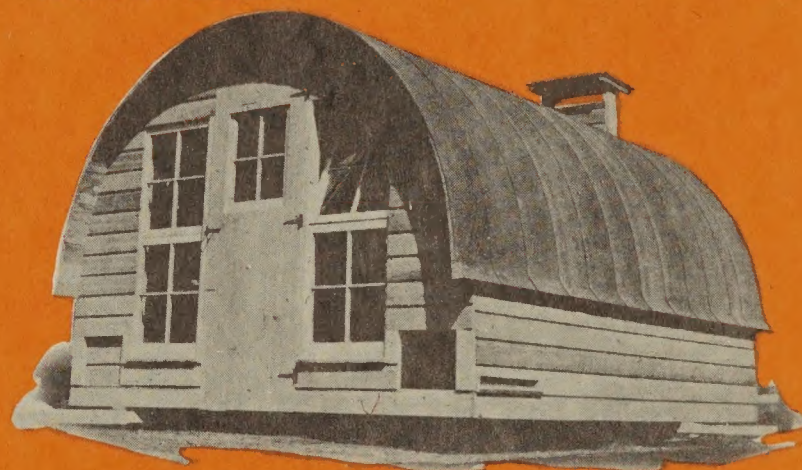
Again—let us remind you—before you build, regardless what type or purpose building you are planning, see your Celotex dealer. His wealth of insulating and building information, together with his wide experience, will save you money and assure you of a satisfactory job.



Garages built of Celotex will protect your car winter and summer. If you heat your garage, Celotex insulation construction will keep the heat in — and save you money.



A poultry or laying house, constructed in accordance with Celotex specifications, using Celotex Building Board for insulation.



A Celotex Cylinder Brooder House for young chicks. Celotex insulated and correctly lighted and ventilated according to Celotex specifications.



Celotex insulation keeps summer cottages cooler in summer and provides a beautiful, modern interior finish at the same time.

READ THEN CHECK



PAGES 16 & 17

The Factory

BEHIND YOUR DEALER

The Celotex Corporation, the world's largest manufacturer of building insulation, was a pioneer in home insulation, and is a leader in the building industry.

It is represented in 55 foreign countries. Over 300-million square feet of Celotex Rigid Insulation have been used abroad—more than 2-billion square feet used in the United States.

This great Celotex organization with its huge plant, engineering and research laboratories, technical service and its vast resources stands behind your Celotex dealer, behind the 10-Point Life of Building Guarantee that is given to users of Celotex Cane Fibre Insulation Board, and behind the Triple Sealed Process which combats the major cause of roofing troubles—self-destruction.



CELOTEX

REG. U.S. PAT. OFF.

BRAND INSULATING CANE BOARD

THE CELOTEX CORPORATION • CHICAGO, ILLINOIS